

Monthly Realty Review Indicates No Upward Trend

That there is little likelihood of any upward trend in the real estate securities market until there is an increased demand for more building and rents are stabilized on a proper basis is the conclusion reached in the monthly realty investment review of Nelson, Hunt and Company of Chicago, specialists in real estate and first mortgage financing.

"How soon this condition is going to materialize," stated the review, "cannot be forecast at this time, although there are encouraging signs that rents may be stabilized at near their present levels, and a demand for residential structures is developing in some communities throughout the country."

"Probably the most encouraging factor in the realty financing situation is the fact that the great era of speculation in real estate securities is at an end. The inexperienced and over-optimistic lenders who contributed to over-building have apparently learned a lesson and one of the greatest menaces to sound realty financing has been removed."

67% Decline in 1930 Financing

Statistics compiled in the review showed that the volume of new real estate bond, note and stock financing in the United States in the first ten months of 1930, aggregated but \$165,022,270—the lowest level in seven years. This is a decline of 67% from the volume of the same period a

year ago, and 78% from 1928. This drastic reduction in new issues was attributed to general overbuilding and business depression, which has resulted in a below normal demand for new structures.

First mortgage bond and note issues offered this year by leading investment houses up to November 1, the survey stated, totalled \$147,417,150 as compared with \$388,700,650 in 1929, a loss of 62%. Stock financing totalled but \$17,605,120 this year, as compared with \$112,923,330 in 1929, when this type of issue comprised about 23% of the entire volume of new real estate securities.

Statistics showing the volume of new realty financing in the first ten months of 1930, as compared with the same period of a year ago, and in 1928 follow:

Bonds—1930, \$147,417,150; 1929, \$388,700,650; 1928, \$660,545,000.
Stocks—1930, \$17,605,120; 1929, \$112,923,330; 1928, \$77,819,283.
Totals—1930, \$165,022,270; 1929, \$501,623,980; 1928, \$738,364,283.

October Realty Issues Gain

Statistics compiled in the review showed that new October stock and bond offerings aggregated \$10,625,120, a gain of approximately 9% over last month, but decline of 65% from October 1929. There were sixteen bond issues totalling \$10,355,000 and two stock offerings aggregating \$270,120.

Analysis of the month's financing showed that residential projects accounted for more than 40% of the financing and about 25% was for office building and other types of commercial structures. There was also about the same volume of miscellaneous financing consisting largely of collateral trust certificates.

October financing was largely confined to the larger cities, with New York, Chicago, Baltimore and Detroit accounting for 67% of the entire total. New York led with three issues aggregating \$2,600,000, Baltimore was second with a volume of \$2,750,000, followed by Chicago with a \$1,000,000 issue, and Detroit with two issues totalling \$775,000. The remainder of the financing was widely distributed, including the cities of Indianapolis, Louisville, Macon, Ga., Richmond, Va., Philadelphia, St. Louis and Kansas City.

Comparative Monthly Statistics

The review stated that first mortgage money is available for conservative construction projects. Rigid standards, however, as to quality in construction and location of projects are being imposed by lenders. Second mortgage funds continue scarce.

Average yield of new real estate bond issues at their offering prices in October registered a slight increase, according to the review's weighted by volume index. The index stood at 5.72% for October, as against 5.56% in September and 6.43% in October 1929.

Assist Realtors With Individual Advertising Plans

The appointment of Don Q. Riddle as director of a new advertising service bureau to be opened by the National Association of Real Estate Boards has been announced by the association. Mr. Riddle was formerly associated with Hugh Potter, Houston, Texas, as advertising counsel for River Oaks Corporation. The new bureau is designed specifically to assist the individual realtor in his individual local advertising.

More than eighty local real estate boards, representing upwards of 8,000 active members, are sponsoring the new advertising service bureau, which, it is planned, will be ready to serve realtors by the first of the year.

With the inauguration of the new service the national association will be enabled for the first time to offer the individual realtor advertising he can use locally in his own business. It is designed solely to help the realtor get more business for his own individual firm, to prepare practical, usable material which the local man can secure through his board. Herbert U. Nelson, executive secretary of the national association, says in outlining details of the new undertaking, "Skillful and well conceived advertising on the part of individual realtors may be expected to build up for real estate 'consumer' interest such as the importance of the commodity deserves, and such as has been so successfully induced in the public consciousness by the voluminous advertising campaigns conducted on behalf of competitive commodities, most notably the automobile. With real estate better advertised more of it will be sold, and the firm doing good advertising will get a larger share of the business."

The new service to individuals will supplement the advertising service which the association has for some time furnished to its member boards and through which member boards have brought to the public of their own cities the advantages of investment in home town real estate and the security of dealing with a realtor.

A. J. Stults to Manage Evanston Realty Office

Albert J. Stults of E. E. Stults Realty company has been made supervisor of the firm's activity in the north shore area and manager of the Evanston office at 1108 Davis street. Frank Betts, formerly manager of the Evanston branch of the firm, who has been associated with Stults Realty for seven years, has been made manager of the Winnetka office of the firm.

Albert Stults has had several years' experience in the north shore field and has acquainted himself with all phases of real estate work during the years he has been associated with the company. For the last four years he has been associated with the main offices in Chicago.

Both the Evanston and Winnetka offices have been renovated and repainted recently.

Trades Apartment In on Central Street Building

The northwest corner of Central street and Railroad avenue, Evanston, containing two stores and two apartments with an annual rental of \$3,480 was sold recently by Francis J. Plym, president of the Kawneer Manufacturing company of Niles Mich., to Alda M. Comiskey, at an undisclosed consideration.



FIRST MORTGAGE LOANS

—on houses, apartments and business properties for 5, 10 or 15 year terms.

CODY TRUST COMPANY
105 South La Salle Street
Randolph 6600 CHICAGO

RENSCH

FIREPROOF WAREHOUSE

STORAGE PACKING MOVING
LONG DISTANCE HAULING

CHAIRS AND TABLES FOR RENT FOR ALL OCCASIONS
521 MAIN ST. WILMETTE 32

Real Estate Loans

Money to Loan on improved residence and business property. Construction Loans will be made to owners.

REAL ESTATE LOAN DEPARTMENT

STATE BANK AND TRUST COMPANY

Orrington at Davis
Evanston, Illinois

EXPERT DECORATING

We pride ourselves on our ability to do expert work — decorating that stands the test of years and gives complete satisfaction.

M. Portenhausen

Painter and Decorator
1030 Greenleaf Phone 2764